

THE FOURTH
ANNUAL
COLLECTION
OF BLUNDERS,
BOMBS, ACTS
OF IDIOTY,
AND OTHER...

MAD

FOLLIES



OUR PRICE
50¢
CHEAP

PLUS SPECIAL FULL-COLOR, CUT-OUT BONUS! MAKE YOUR OWN
MAD MOBILE

"That's right, Operator! Long Distance— Person-to-Person to Arnold Finster—"

There goes crafty old Arnold Finster—bilking the Telephone Company again by placing a Long Distance Person-to-Person call to himself—a free way to let his family know he arrived safely!



Maybe if we stopped spending millions of dollars for fancy ads like these to get folks to phone Long Distance... and lowered our rates instead, guys like Arnold Finster could afford to make legitimate Long Distance telephone calls!



BILKED TELEPHONE SYSTEM

Calling yourself Person-to-Person is the next best thing to calling Long Distance

The 4th Annual
COLLECTION OF
MAD
FOLLIES

ALSO BLUNDERS,
 BOMBS AND OTHER
 ACTS OF IDIOTY
 FROM PAST ISSUES

PUBLISHER: William M. Gaines
 EDITOR: Albert B. Feldstein

ART DIRECTOR: John Putnam
 PRODUCTION: Leonard Brenner
 EDITORIAL ASSOCIATES: Jerry DeFuccio, Nick Meglin

CONTRIBUTING ARTISTS AND WRITERS:
 The Usual Gang of Idiots



A Collection of MAD FOLLIES - 4th Annual Edition Published by E.C. Publications, Inc., 485 MADison Avenue, New York City, N.Y. 10022. Entire contents copyrighted © 1963, 1964 and 1966 by E.C. Publications, Inc. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without a satiric purpose to a living person is a coincidence.

Printed in the U.S.A.

| DEPARTMENTS | |
|--|--------|
| (In Order of Their Appearance) | |
| STRIP TEASERS DEPARTMENT | |
| Comic Strips They'd Really Like To Do | 2 |
| INHALE-SAFE DEPARTMENT | |
| Some MAD Devices For Safer Smoking | 6 |
| I GOT MY BLOB THRU THE N.Y. TIMES DEPARTMENT | |
| New Movie Monsters From The Business World | 10 |
| DON MARTIN DEPARTMENT | |
| The Accident | 13 |
| The Message | 24 |
| In A Department Store | 38 |
| One Fine Evening In Lovers' Lane | 50 |
| The Nearsighted Voodoo Priest | 74 |
| AD-ITORIAL DEPARTMENT | |
| If Ads Spoke The Language Of The Magazines | 15 |
| JOKE AND DAGGER DEPARTMENT | |
| Spy Vs. Spy | 19, 61 |
| BERG'S-EYE VIEW DEPARTMENT | |
| The Lighter Side Of Adult Parties | 20 |
| The Lighter Side Of The College Crowd | 68 |
| A WARD TO THE WISE DEPARTMENT | |
| The MAD Hospital Primer | 25 |
| HITCH YOUR BANDWAGON TO A STAR DEPARTMENT | |
| If Celebrities Ran For Political Office | 28 |
| HANG-UP DEPARTMENT | |
| The MAD Mobile | 32 |
| STOP THE PRESSURES DEPARTMENT | |
| The Real Story Behind The News | 34 |
| TUNES OF GORY DEPARTMENT | |
| Children's Safety Songs | 39 |
| EXTRA-ORDINARY OPPORTUNITIES DEPARTMENT | |
| Little-Known Jobs In Television | 42 |
| THE BERTH OF THE BLUES DEPARTMENT | |
| The Realistic MAD Scrapbook | 45 |
| IMPRESS YOUR FRIENDS DEPARTMENT | |
| Neighborhood Celebrities | 48 |
| AFFAIRS OF STATUS DEPARTMENT | |
| MAD's "Caterer Of The Year" | 51 |
| STIFLING A YARN DEPARTMENT | |
| Twisted MAD Tales For Twisted MAD Readers | 56 |
| SEND-A-MENTAL DEPARTMENT | |
| "Get Well" Cards For Emotional Ailments | 58 |
| THE SWINGING DOERS DEPARTMENT | |
| The MAD "In" And "Out" Book | 62 |
| SCENES WE'D LIKE TO SEE DEPARTMENT | |
| After The Ball | 65 |
| NAME YOUR POISON DEPARTMENT | |
| Why Not Warnings On All Packages! | 66 |
| WORD GAME PRESERVE DEPARTMENT | |
| MAD Beastlies | 72 |
| SHAM-POOH DEPARTMENT | |
| Phony Magazine | 75 |
| MARGINAL THINKING DEPARTMENT | |
| Drawn-Out Dramas by Sergio Aragones | ** |

**Various Places Around The Magazine

THIS ISSUE'S ECONOMY-MINDED, BLACK-AND-WHITE, ONE PAGE

MAD FOLD-IN

Millions of people who suffer from dread diseases and disorders are praying that cures will be found in time to save them. Scientists and researchers, employed by American Industry, are aware of this. Rest assured they know what is really important, and will dedicate themselves to finding solutions. Now fold page in and you will see:



FOLD PAGE OVER LIKE THIS

THE NEXT SCIENTIFIC-MEDICAL BREAKTHROUGH THAT MILLIONS OF DOLLARS WILL BE SPENT TO DISCOVER

A ▶

FOLD THIS SECTION OVER TO LEFT

◀ B FOLD BACK SO "A" MEETS "B"

SCARLET FEVER
ARTHRITIS
FLU
ENCEPHALITIS
LETHARGICA
CHOLERA
INFANTILE PARALYSIS
GRIPPE
ASTHMA
RHEUMATISM
EDEMA
TYPHUS
TETANUS
EPILEPSY
SHINGLE

TUBERCULOSIS
HEART DISEASE
CONJUNCTIVITIS
BERI-BERI
DYSENTERY
HAY FEVER
VARICOSE VEINS
PELLAGRA
SEVEN YEAR ITCH
PNEUMONIA
MAD ADDICTION
ALFRED
E.
NEUMA



THE HEALTH OF THE AMERICAN PEOPLE, CRIPPLED AND SICK WITH ALL THEM TERRIBLE DISEASES AND DISORDERS AND (YECCH!) OTHER THINGS! THIS IS WHAT AMERICAN INDUSTRY'S SCIENTISTS KNOW IS REALLY IMPORTANT!



*M*ake *B*eautiful *H*air

B L E C C H

THERE ARE THREE BLECCH SHAMPOOS FOR THREE DIFFERENT HAIR CONDITIONS

Are you a teenage boy with Beautiful Hair? Well no wonder the girls hardly notice you. Today, you've got to be a teenage boy with Blecch hair. Then the girls will scream with delight, roll on the floor and kick their feet when they see you. So why waste another minute? Shampoo your hair with Blecch tonight. Blecch comes in three special formulas:



- For dry hair—a special formula that takes neat crew-cut type hair and lays it down over your ears.
- For oily hair—loosens up that slick-combing stuff so it spills down over your eyes.
- For normal hair—gives it proper body so it mushrooms all over your head. Get the shampoo that's right for you, and make your hair "Blecch"! Yeah! Yeah! Yeah!